What is claimed:

- 1. A method of effectively treating seasonal allergic rhinitus, chronic idiopathic urticaria, or both conditions in a human patient, comprising administering loratedine transdermally to the human patient by applying a transdermal delivery system containing loratedine to the skin of a patient, and maintaining said transdermal delivery system in contact with the skin of said patient for at least 3 days, said transdermal delivery system maintaining an effective mean relative release rate to provide a therapeutic blood level of said loratedine within 36 hours from the initiation of the dosing interval, and thereafter maintaining a therapeutic blood level until the end of at least the three-day dosing interval.
- 2. The method of claim 1, further comprising providing a mean relative release rate of loratedine from said transdermal delivery system to provide a plasma level of loratedine of at least about 0.1 ng/ml within about 6 hours after application of said transdermal delivery system onto the skin of the patient.
- 3. The method of claim 1, further comprising maintaining a plasma level of loratadine at steady-state from about 1 to about 3 ng/ml.
- 4. The method of claim 1, wherein said therapeutic plasma level is maintained from about 0.1 ng/ml to about 3.3 ng/ml during the dosing interval for said transdermal delivery system.
- 5. The method of claim 1, wherein said transdermal delivery system has a mean relative release rate from about $1.0 \,\mu\text{g/hour/cm}^2$ to about $30.0 \,\mu\text{g/hour/cm}^2$.
- 6. The method of claim 1, wherein said transdermal delivery system has a mean relative release rate from about 2.8 $\mu g/cm^2/hr$ to about 16.2 $\mu g/cm^2/hr$ at 24 hours; from about 2.3 $\mu g/cm^2/hr$ to about 13.7 $\mu g/cm^2/hr$ at 48 hours; and from about 2.0 $\mu g/cm^2/hr$ to about 11.9 $\mu g/cm^2/hr$ at 72 hours; as determined via an in-vitro permeation test utilizing a Valia-Chien cell where the membrane is a human cadaver skin and said cell has a receptor chamber containing a 40:60 mixture of ethanol:water.
- 7. The method of claim 1, wherein said transdermal delivery system provides an in-vitro cumulative amount of permeation of from about 63 μ g/cm² to about 388 μ g/cm² at 24 hours;

from about $105 \,\mu\text{g/cm}^2$ to about $660 \,\mu\text{g/cm}^2$ at 48 hours; and from about $139 \,\mu\text{g/cm}^2$ to about $854 \,\mu\text{g/cm}^2$ at 72 hours, as determined via an in-vitro permeation test utilizing a Valia-Chien cell where the membrane is a human cadaver skin and said cell has a receptor chamber containing a 40:60 mixture of ethanol:water.

- 8. A method of effectively treating seasonal allergic rhinitus, chronic idiopathic urticaria, or both conditions in a human patient, comprising administering loratadine transdermally to the human patient by applying a transdermal delivery system containing loratadine to the skin of a patient, and maintaining said transdermal delivery system in contact with the skin of the patient for at least 5 days, said transdermal delivery system maintaining an effective mean relative release rate to provide a therapeutic blood level of said loratadine within three days from the initiation of the dosing interval, and thereafter maintaining a therapeutic blood level until the end of at least the five-day dosing interval.
- 9. The method of claim 8 wherein the plasma level of loratadine at 48 hours does not decrease by more than 30% over the next 72 hours.
- 10. The method of claim 8, further comprising maintaining an effective mean relative release rate of said transdermal delivery system to provide a substantially first order plasma level increase of loratadine from the initiation of the dosing interval until about 48 to about 72 hours after the initiation of the dosing interval; and thereafter providing an effective mean relative release rate to provide a substantially zero order plasma level fluctuation of loratadine until the end of at least the five-day dosing interval.
- 11. The method of claim 8, further comprising providing a mean relative release rate of loratadine from said transdermal delivery system to provide a plasma level of loratadine of at least about 0.1 ng/ml within about 6 hours after application of said transdermal delivery system onto the skin of the patient.
- 12. The method of claim 8, further comprising maintaining a plasma level of loratadine at steady-state from about 1 to about 3 ng/ml.
- 13. The method of claim 8, wherein said therapeutic plasma level is maintained from about 0.1 ng/ml to about 3.3 ng/ml during the dosing interval for said transdermal delivery system.

- 14. The method of claim 8, wherein said transdermal delivery system has a mean relative release rate from about 1.0 μ g/hour/cm² to about 30.0 μ g/hour/cm².
- 15. The method of claim 8, wherein said transdermal delivery system has a mean relative release rate from about 2.8 μ g/cm²/hr to about 16.2 μ g/cm²/hr at 24 hours; from about 2.3 μ g/cm²/hr to about 13.7 μ g/cm²/hr at 48 hours; and from about 2.0 μ g/cm²/hr to about 11.9 μ g/cm²/hr at 72 hours; and a mean relative release rate from about 1.8 μ g/cm²/hr to about 9.9 μ g/cm²/hr at 96 hours; as determined via an invitro permeation test utilizing a Valia-Chien cell where the membrane is a human cadaver skin and said cell has a receptor chamber containing a 40:60 mixture of ethanol:water.
- 16. The method of claim 8, wherein said transdermal delivery system provides an in-vitro cumulative amount of permeation of from about 63 μ g/cm² to about 388 μ g/cm² at 24 hours; from about 105 μ g/cm² to about 660 μ g/cm² at 48 hours; and from about 139 μ g/cm² to about 854 μ g/cm² at 72 hours; and from about 162 μ g/cm² to about 955 μ g/cm² at 96 hours; as determined via an in-vitro permeation test utilizing a Valia-Chien cell where the membrane is a human cadaver skin and said cell has a receptor chamber containing a 40:60 mixture of ethanol:water.
- 17. A method for lessening the incidence of side-effects in a patient associated with the oral administration of loratadine, wherein the method comprises administering said loratadine in a transdermal delivery system over at least twenty-four hours and thereby lessening the incidence of side effects.
- 18. The method of claim 17 wherein said loratadine is administered in a transdermal delivery system applied to the skin of a human patient for about 3 to about 5 days.
- 19. The method of claim 17, wherein said transdermal delivery system has a mean relative release rate from about 1.0 μ g/hour/cm² to about 30.0 μ g/hour/cm².
- 20. A transdermal delivery system containing loratedine or a pharmaceutically acceptable salt thereof which provides a mean relative release rate from about 1.0 μ g/hour/cm² to about 30.0 μ g/hour/cm²; a plasma level of loratedine of at least about 0.1 ng/ml by about 6 hours after

application of said transdermal delivery system onto the skin of the patient; and a plasma level of loratadine at steady-state from about 0.1 to about 3.3 ng/ml.

- 21. The transdermal delivery system of claim 20, which provides a mean relative release rate from about 2.8 $\mu g/cm^2/hr$ to about 16.2 $\mu g/cm^2/hr$ at 24 hours; from about 2.3 $\mu g/cm^2/hr$ to about 13.7 $\mu g/cm^2/hr$ at 48 hours; and from about 2.0 $\mu g/cm^2/hr$ to about 11.9 $\mu g/cm^2/hr$ at 72 hours; as determined via an in-vitro permeation test utilizing a Valia-Chien cell where the membrane is a human cadaver skin and said cell has a receptor chamber containing a 40:60 mixture of ethanol:water.
- 22. The transdermal delivery system of claim 20, which provides an in-vitro cumulative amount of permeation of from about 63 μ g/cm² to about 388 μ g/cm² at 24 hours; from about 105 μ g/cm² to about 660 μ g/cm² at 48 hours; and from about 139 μ g/cm² to about 854 μ g/cm² at 72 hours, as determined via an in-vitro permeation test utilizing a Valia-Chien cell where the membrane is a human cadaver skin and said cell has a receptor chamber containing a 40:60 mixture of ethanol:water.
- 23. The transdermal delivery system of claim 20, comprising a backing layer which is impermeable to the active substance, a pressure-sensitive adhesive reservoir layer, and optionally a removable protective layer, the reservoir layer by weight comprising 20 to 90% of a polymeric matrix, 0.1 to 30% of a softening agent, 0.1 to 20% of loratedine base or of a pharmaceutically acceptable salt thereof and 0.1 to 30% of a solvent for the loratedine or salt thereof.
- 24. The transdermal delivery system of claim 20, which is a laminated composite comprising (a) a polymer backing layer that is substantially impermeable to loratedine or the pharmaceutically acceptable salt thereof; and (b) a reservoir layer comprising an acrylate or silicone based pressure-sensitive adhesive, 0.1 to 20% of loratedine base or of a pharmaceutically acceptable salt thereof, 0.1 to 30% of an ester of a carboxylic acid acting as a softening agent and 0.1 to 30% of a solvent for loratedine having at least one acidic group.
- 25. The transdermal delivery system of claim 20, which maintains a plasma level of loratedine at steady-state from about 1 to about 3 ng/ml.

- 26. A transdermal delivery system comprising loratedine or a pharmaceutically acceptable salt thereof which maintains an effective mean relative release rate to provide a therapeutic blood level of said loratedine within three days from the initiation of the dosing interval, and thereafter maintaining a therapeutic blood level until the end of at least the five-day dosing interval.
- 27. The transdermal delivery system of claim 25, which has a mean relative release rate of loratadine effective to provide a plasma level of loratadine of at least about 0.1 ng/ml by about 6 hours after application of said transdermal delivery system onto the skin of the patient.
- 28. The transdermal delivery system of claim 25, which maintains a plasma level of loratedine at steady-state from about 1 to about 3 ng/ml.
- 29. The transdermal delivery system of claim 25, wherein said therapeutic plasma level is maintained from about 0.1 ng/ml to about 3.3 ng/ml during the dosing interval for said transdermal delivery system.
- 30. The transdermal delivery system of claim 25, wherein said transdermal delivery system has a mean relative release rate from about 1.0 µg/hour/cm² to about 30.0 µg/hour/cm².
- 31. The transdermal delivery system of claim 25, wherein said transdermal delivery system has a mean relative release rate from about 2.8 $\mu g/cm^2/hr$ to about 16.2 $\mu g/cm^2/hr$ at 24 hours; from about 2.3 $\mu g/cm^2/hr$ to about 13.7 $\mu g/cm^2/hr$ at 48 hours; and from about 2.0 $\mu g/cm^2/hr$ to about 11.9 $\mu g/cm^2/hr$ at 72 hours; and from about 1.8 $\mu g/cm^2/hr$ to about 9.9 $\mu g/cm^2/hr$ at 96 hours; as determined via an in-vitro permeation test utilizing a Valia-Chien cell where the membrane is a human cadaver skin and said cell has a receptor chamber containing a 40:60 mixture of ethanol:water.
- 32. The transdermal delivery system of claim 25, wherein said transdermal delivery system provides an in-vitro cumulative amount of permeation of from about 63 μ g/cm² to about 388 μ g/cm² at 24 hours; from about 105 μ g/cm² to about 660 μ g/cm² at 48 hours; and from about 139 μ g/cm² to about 854 μ g/cm² at 72 hours; and from about 162 μ g/cm² to about 955 μ g/cm² at 96 hours; as determined via an in-vitro permeation test utilizing a Valia-Chien cell

where the membrane is a human cadaver skin and said cell has a receptor chamber containing a 40:60 mixture of ethanol:water.

- 33. The transdermal delivery system according to claim 23, wherein the backing layer is composed of a flexible material.
- 34. The transdermal delivery system according to claim 23, wherein the backing layer is selected from the group consisting of a flexible material, an inflexible material, and an aluminum foil.
- 35. The transdermal delivery system according to claim 23, wherein the polymeric matrix is at least one of rubber, a rubber-like synthetic homo-, co- or blockpolymer, a urethane and silicone.
- 36. The transdermal delivery system according to claim 23, wherein the softening agent is at least one of dodecanol, undecanol, octanol, a glycol and glycanol.
- 37. The transdermal delivery system according to claim 23, wherein the solvent is a monoester of a dicarboxylic acid.
- 38. The transdermal delivery system according to claim 23, wherein the solvent is at least one of monomethyl glutarate and monomethyl adipate.
- 39. The transdermal delivery system according to claim 23, wherein the polymer is a copolymer of 2-ethylhexyl acrylate, vinyl acetate and acrylic acid, the softening agent is dodecanol and the solvent is monomethyl glutarate.
- 40. The transdermal delivery system according to claim 23, wherein by weight the polymer is present in about 55%, the lorated in about 10%, the solvent in about 10% and the softener in about 15%.
- 41. A transdermal delivery system according to claim 23, wherein the solvent is present in from about 25 to 100% the weight of the loratedine.
- 42. The transdermal delivery system according to claim 23, which also comprises a

removable protective layer.

- 43. The transdermal delivery system according to claim 23, wherein the pressure-sensitive adhesive reservoir layer comprises a polymer based on an acrylate, a methacrylate a silicone compound or a combination thereof.
- 44. The transdermal delivery system according to claim 23, wherein the softening ester is a medium-chain triglyceride of the caprylic/capric acids of coconut oil.
- 45. The transdermal delivery system according to claim 23, wherein the solvent has at least one acidic group.